



E-Commerce as Key Factor for Tourism Development in India

Jay Prakash Kant

Faculty CIHM Chandigarh (Chandigarh Administration)

&

Manish Sharma

Principal UIHM, Chandigarh University

Email: jkant80@gmail.com

Date of revised paper submission: 05th August 2016; Date of acceptance: 10th August 2016

Date of publication: 14th August 2016; Impact Factor: 3.598; Quality Factor: 4.39

***First Author / Corresponding Author; Paper ID: C16308**

Abstract

There are a number of challenges that the travel and tourism sector in India face. The upcoming challenge is of handling the technological advancements in the commerce sector. The advanced and ever evolving trends in the electronic commerce sector has left the tourism sector a challenge, to be up to date and prepared to inculcate the new trends in order to have a healthy competition with the other sectors of commerce and management world of trading. The corporate world has taken over the majority of skilled labour providing them with the maximum salaries, hence leaving another challenge in the travel sector of rather small number of skilled labourers interested to seek employment in the field. Although there is great progress with even greater demand for tourism services in the country, the service provision to its best depends on how well the aspect of e – commerce is managed and incorporated with efficiency in the travel sector, by using advanced e- commerce practices makes them superior sector in travel industry. The paper analyses the significance of e – commerce as a key factor for tourism development in India. The paper also tries to examine the following factors.

- *Role of e – commerce in promoting tourist destination in India.*
- *The benefits of e – commerce on the number of incoming tourists and on the life of local service providers.*

Keywords: E-Commerce, Tourism.

References

- [1]. Business Software Alliance. 2001; E – Commerce and Development Markets: Technology, Trade and Opportunity.
- [2]. Bonnet, Kendra. 2000; An IBM Guide to Doing Business in the Internet. U.S.A.: McGraw - Hill.
- [3]. Buhilas D., and Law R., 2008; “Progress in Information Technology and Tourism Management: 20years on and 10 Years after the Internet – The State of E – Tourism Research” Tourism Management.
- [4]. Coward, Chris. August 2002; Obstacles to Developing an Offshore IT – Enabled Services Industry in Asia: The View from the US. A report prepared for the Center for Internet Studies, University of Washington.
- [5]. E – Commerce/ Internet: B2B:2B or Not 2B? Version 1.1, Goldman Sachs Investment Research (November 1999 and September 14, 1999 issues).
- [6]. <http://ijopaa.com/files/CurrentIssue/19C16101.PDF>
- [7]. Heung, V.C.S., 2003; “Internet Usage by International Travellers: Reasons and Barriers” International Journal of Contemporary Hospitality Management, 15, 2003.
- [8]. <http://ijopaa.com/files/CurrentIssue/21C16108.PDF>
- [9]. Japan External Trade Organization. February 2002; Electronic Commerce in APEC Economics: Focusing on Electric/Electronic Parts Procurements.
- [10]. Thomas L. Mesenbourg, Measuring Electronic Business: Definitions, Underlying Concepts, and Measurement Plans.